

## Message Text

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72

ACTION ARA-10

INFO OCT-01 ISO-00 EB-11 RSC-01 DRC-01 /024 W  
----- 067500

R 181900Z JUN 74

FM AMCONSUL RIO DE JANEIRO

TO USDOC WASHDC

INFO SEC/STATE WASHDC 870

AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

AMCONSUL PORTO ALEGRE

AMCONSUL SALVADOR

USIS BELO HORIZONTE

UNCLAS RIO DE JANEIRO 2225

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: TRADE PROMOTION EVENTS, CY 1974.

REF: STATE 123126

1. TRADE MISSION SCHEDULE PROPOSED REFTL SHOULD BE  
ALTERED AS FOLLOWS IN ORDER MAKE MAXIMUM EFFECTIVE  
USE AVAILABLE POST RESOURCES:

A) AUGUST AGRICULTURE & FARM EQUIPMENT TM: PORTO  
ALEGRE 7- 10; SAO PAULO 10 - 14; BELO HORIZONTE  
14 - 16.

B) AUGUST GAMA TM: SAO PAULO 26 - 29.

C) SEPTEMBER DALLAS TM: RIO 9 - 10; SAO PAULO 10 - 12.

D) OCTOBER ALABAMA TM: SAO PAULO 21 - 23; PORTO ALEGRE  
23 - 26.

E) NOVEMBER CHEMICAL INDUSTRIES EQUIPMENT TM: SALVADOR  
11- 13; SAO PAULO 13 - 14.

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2. AUTO EQUIPMENT CATALOG SHOW & ROCKY MOUNTAIN TM

SHOULD BE ELIMINATED. THE FIRST IS A MARGINALLY EFFECTIVE EFFORT COMPARED TO REGULAR TRADE MISSIONS WHILE THE SECOND IS TOO MUCH A DUPLICATION OF 1(A). LIMITED AVAILABLE RESOURCES SHOULD BE CONCENTRATED ON 1 (A-E), AND NO MISSION SHOULD PLAN TO REMAIN LONGER THAN 2 1/2 WORKING DAYS IN ANY CITY.

3. COMMENT: POSTS STILL AWAITING ADVANCE MAN SCHEDULE FOR AGRICULTURE & FARM EQUIPMENT MISSION. HIS ETA IN PORTO ALEGRE MUST BE NO LATER THAN JUNE 24 TO ALLOW ADEQUATE LEAD TIME FOR CONSULTATIONS WITH PRINCIPAL OFFICER OF POST AND ONWARD LOGISTICAL ARRANGEMENTS IN SAO PAULO AND BELO.

FOR TRADE MISSIONS 1 (B - E); POSTS REQUIRE INFO RE NUMBER/NAMES PARTICIPATING COMPANIES, EXACT ETA/ETD RESPECTIVE CITIES, AND ADVANCE MAN SCHEDULES. ADVANCE MAN SHOULD ALLOW 4 - 5 WEEK LEAD TIME. RE GAMA TM: COMMERCE SHOULD BE AWARE THAT COMGAS EXPECTS IT TO PRESENT TECHNICAL SEMINAR, OCCUPYING ONE FULL DAY, PRESUMABLY AUGUST 27. THIS WILL REQUIRE ADVANCE COPIES OF PLANNED TALKS, WHICH WILL HAVE TO BE TRANSLATED INTO PORTUGUESE. WHILE COMGAS HAS ON-SITE AUDITORIUM FOR SEMINAR ITSELF, IT STILL UNCERTAIN WHO WILL BE EXPECTED COVER COSTS OF TRANSLATING/PRINTING INDIVIDUAL PRESENTATIONS. THIS DECISION EXPECTED SHORTLY FROM CONGAS OFFICIALS. RE CHEMICAL INDUSTRIES EQUIPMENT TM; NOVEMBER 15 IS NATIONAL BRAZILIAN HOLIDAY.

FYI: IF IMPOSSIBLE ELIMINATE ROCKY MOUNTAIN TM, POST PROPOSES RESCHEDULING CHEMICAL INDUSTRIES EQUIPMENT TM FOR SPRING 1975 IN ORDER AVOID EXCESSIVE WORKLOAD IN NOVEMBER.  
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## Message Attributes

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